

## Enterprise Europe Network successfully connected tourism entrepreneurs: a total of 173 online and face-to-face meetings were held

**Prague 17.3.2023** - Tourism is growing, individual players are more active and interested in cooperation and took full advantage of the 4th edition of MBM TOURISM PRAGUE, which was organised by Enterprise Europe Network on 16 and 17 March as part of the Holiday World & Region World tourism fairs. Compared to last year, not only the number of registered entities but also the total number of meetings.



*Caption: The return to travel and the increase in tourism brought great interest in the event, the maximum capacity of 100 participants was already exhausted at the end of February and registration had to be closed early.*

The event was attended by 105 representatives of companies, about half of them preferred on-line remote negotiations and the other half came to the exhibition centre in person. MBM TOURISM PRAGUE this year involved 27 partners from the EEN network (9 more than last year), who contributed to its promotion abroad with an emphasis on the international aspect of b2b meetings. Most of the international participants, more than 30, were from Italy – the traditional cradle of tourism. There were also companies from Slovakia, Bosnia and Herzegovina, Bulgaria, Romania, Germany, Portugal, Kazakhstan, Georgia, Egypt, etc.

At the event, participants requested more than 220 online and in-person meetings (60 more than in 2022), of which 173 were accepted by the other party. *"We emphasised the active approach of the participants, i.e. that it was not just a case of participating 'by the numbers'. We were pleasantly surprised by the responsible approach of the companies that registered, both in the preparatory phase and at the time of the meetings,"* says Eva Hrubesova from the EEN at the Centre.

The event was attended by owners of travel agencies and agencies, representatives of hotels, spa and relaxation resorts, as well as IT companies that create digital platforms, mobile applications or virtual projections that help make tourism more attractive.

The undeniable advantages of EEN b2b meetings include the possibility to hold up to 15 meetings with partners of your choice at minimal financial cost (registration is free). The questionnaire survey

after the attendance of the meetings shows that the participation in the event was beneficial, most participants see the potential for cooperation and plan to continue communication with partners. Several meetings are already rated as "cooperation arranged".

More about the just held MBM TOURISM PRAGUE 2023 and the list of registered companies can be found here: <https://mbm-tourism-prague-2023.b2match.io/>.

Other international business meetings organised by the EEN at the Centre for Regional Development of the Czech Republic can be found on the website: [www.crr.cz/een](http://www.crr.cz/een).

